Double down on your data – Now!

Gowthamram Nallan | Solutions Consulting Manager, Adobe

Dharmarajan K | Chief Product and Customer Officer at Tata CLiQ

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EXPERIENCE MAKERS LIVE
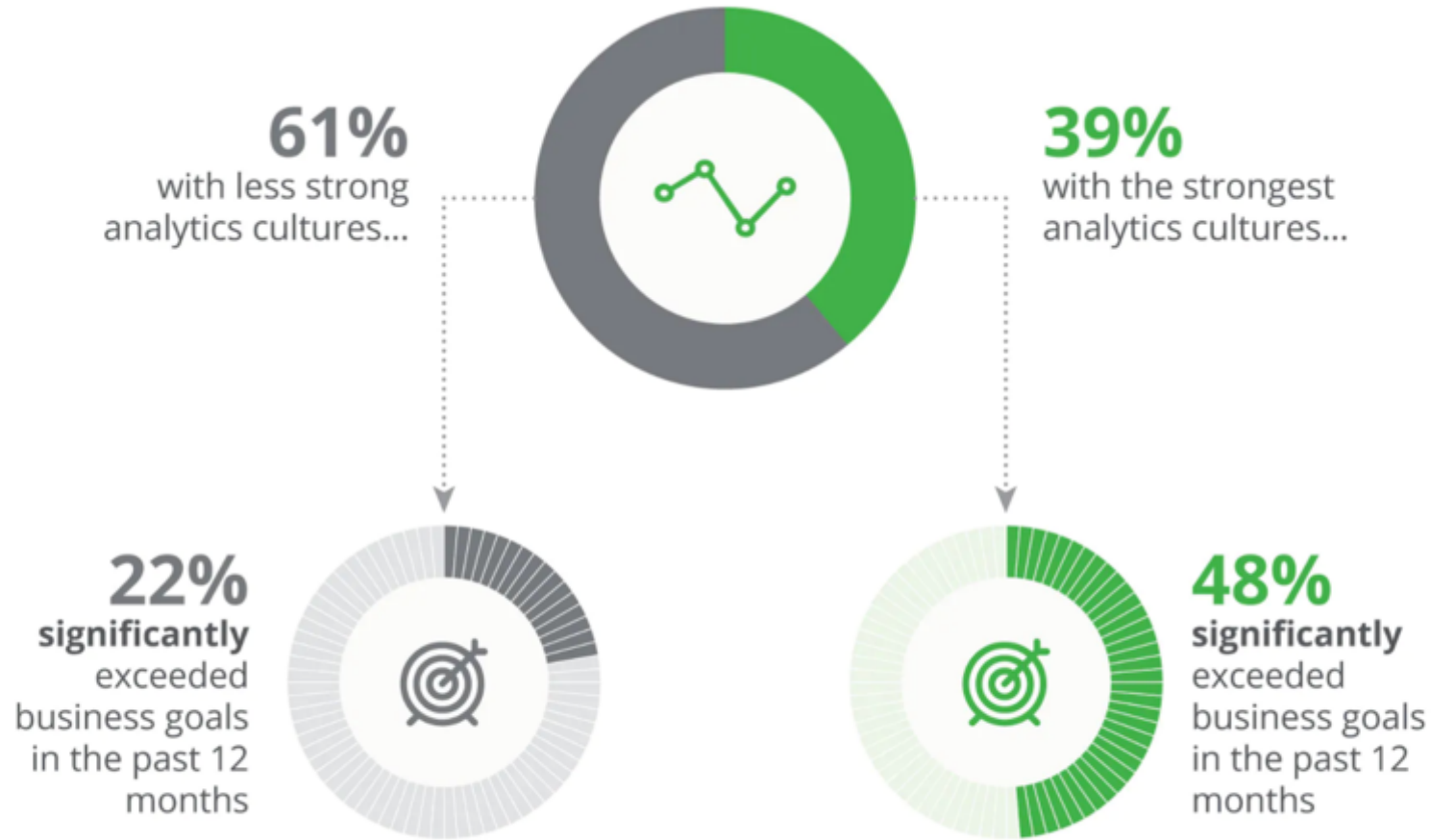
Speakers

Dharmarajan K

General Manager - IT
Asian Paints
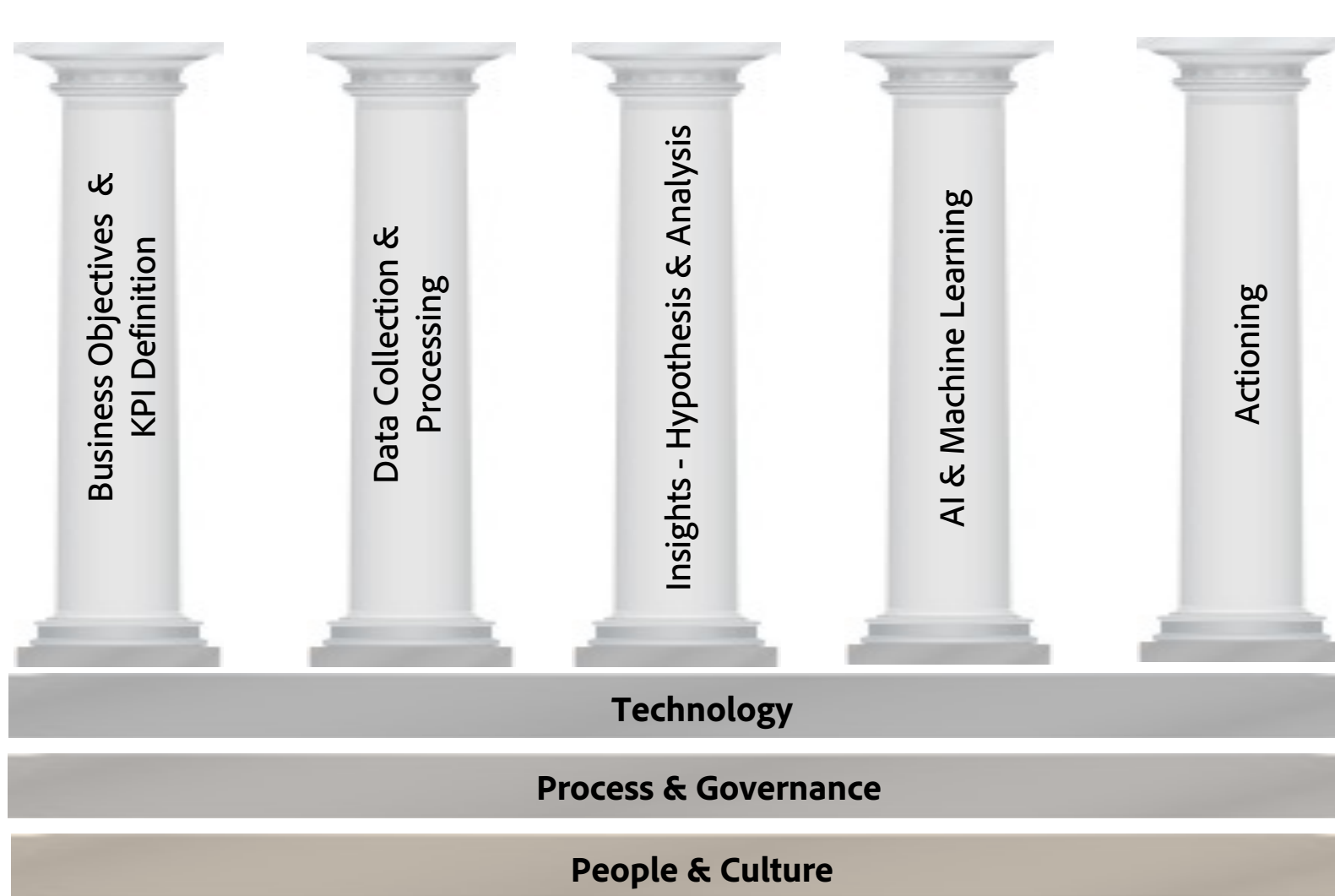
Gowthamram Nallan

Manager, Solution Consulting
Adobe

EXPERIENCE MAKERS LIVE

Organizations with strong analytics culture are twice as likely to exceed their goals

61%
with less strong analytics cultures...

39%
with the strongest analytics cultures...

22%
significantly exceeded business goals in the past 12 months

48%
significantly exceeded business goals in the past 12 months

Source: Deloitte's 2019 Becoming an Insight-Driven Organization survey.

Data Driven Insights – Essential Pillars

Business Objectives & KPI Definition

Data Collection & Processing

Insights - Hypothesis & Analysis

AI & Machine Learning

Actioning

Technology

Process & Governance

People & Culture

- Indian eCommerce focused on Premium & Luxury products across Electronics, Fashion, Footwear and other categories

- Omnichannel, Marketplace model

- Sourced straight from the best brands and their authorized resellers from India and across the world

- One of the fastest growing, e-commerce brands in the country and have a seamless online & offline shopping experience

- Dharma is the Chief Product Officer of Tata CLiQ where he is responsible for Product Management, Experience Design, Omni-Channel Strategy & Ops and he is also driving growth initiatives with Business teams.

- Over 20 years of experience as a Product & Customer Experience leader; Previous roles include Chief of Customer Experience & Service (Tata CLiQ), VP-Customer Experience (Snapdeal) and Sr. Director-Customer Experience (flipkart)

- Dharma also brings in very varied experience where he worked with some of the largest Telecom and Banking organisations in Green-Field set-up, Business Operations, Product Management and Risk & Credit
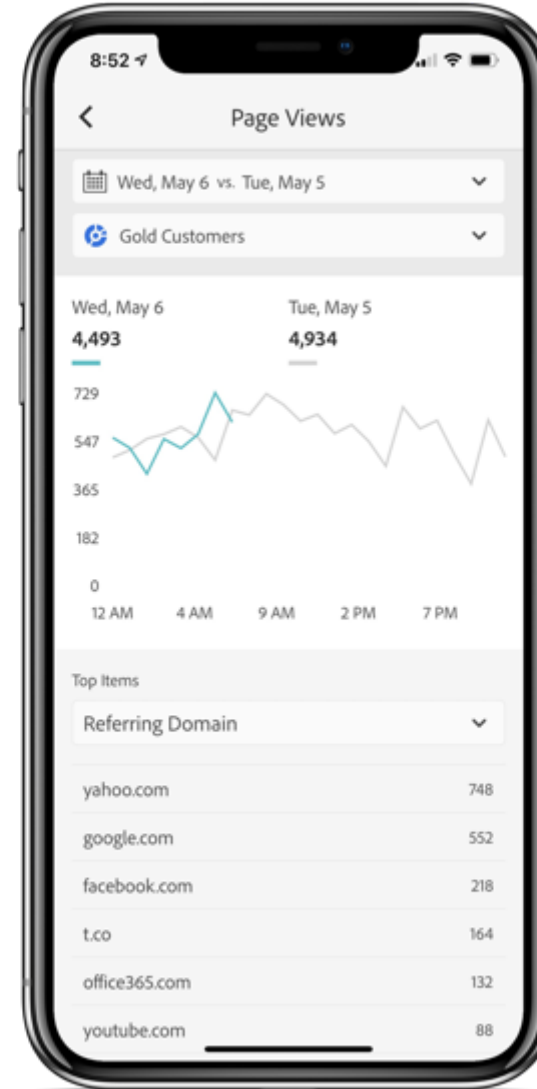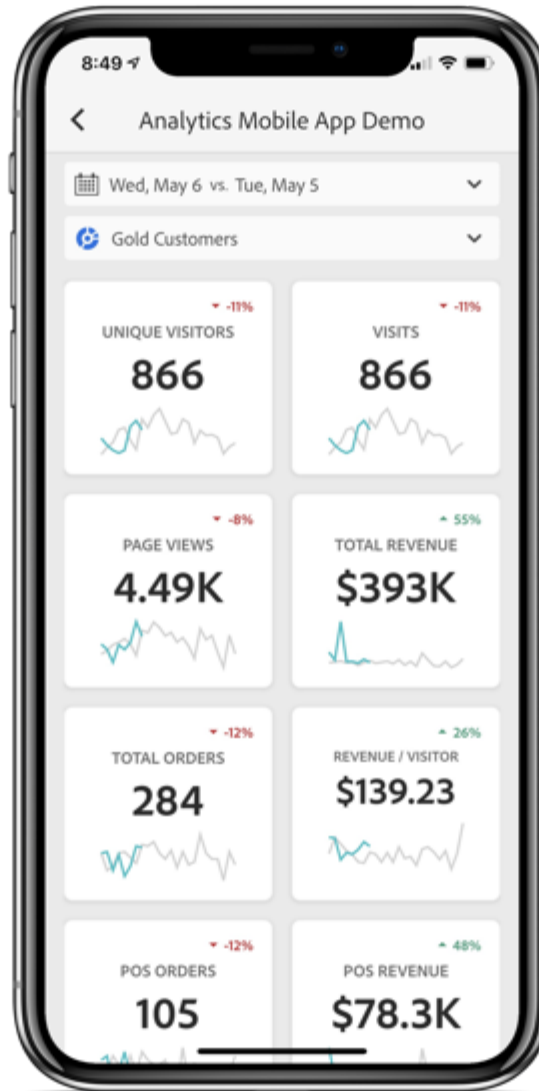
Dharmarajan K

Chief Product & Customer Officer
Tata CLiQ

EXPERIENCE MAKERS LIVE

Do your key Decision Makers have Analytics dashboards at their fingertips?

Challenges in translating Insights to Action

How do you get all your data in one place?

How do you make sense of all the data you collect?

How do you build a culture of testing & optimization within your org?

Data Engineering team

data

Business Insights team

Insights

Data based Product Management

value

Problem area #1

• Consistency • Accuracy • Auditability.

Problem area #2

• Coverage • orderliness

Problem area #3

• DAU/WAU • # integrations (Tools) • # of features launched / controlled. (x, p, GA)

WEB ANALYTICS FRAMEWORK-TUL

event

data

Insights

Time.
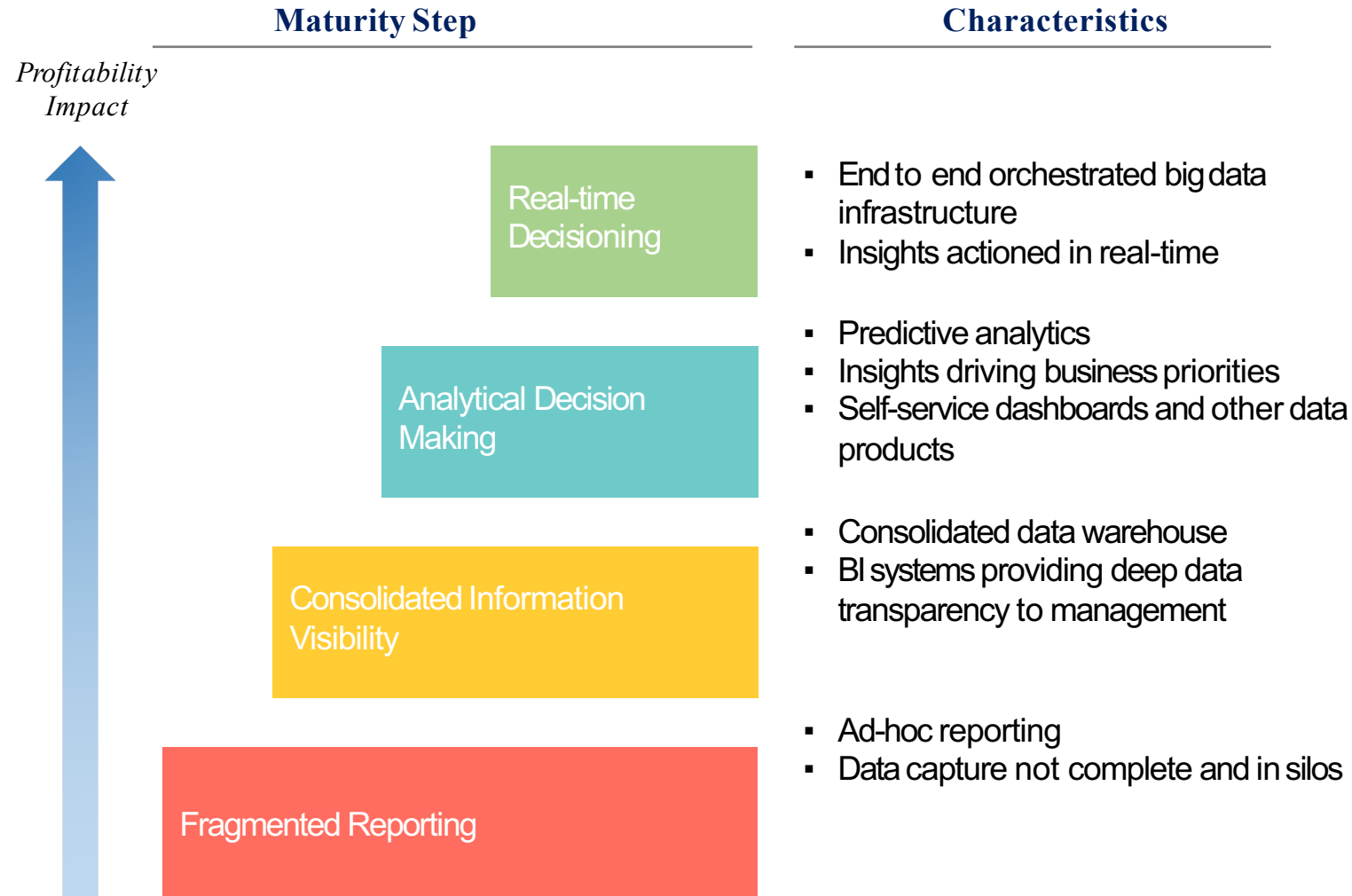
EXPERIENCE MAKERS LIVE

Human Intuition Vs AI Probability?

How do you make them work together?

How does this matter in delivering Customer Experience?

Evolution - Different functions in an organization are typically at different levels of maturity

Maturity Step

Characteristics

Profitability Impact

Real-time Decisioning
- End to end orchestrated big data infrastructure
- Insights actioned in real-time

Analytical Decision Making
- Predictive analytics
- Insights driving business priorities
- Self-service dashboards and other data products

Consolidated Information Visibility
- Consolidated data warehouse
- BI systems providing deep data transparency to management

Fragmented Reporting
- Ad-hoc reporting
- Data capture not complete and in silos

Most companies in India

TUL Tenets for Analytics

- **Data to be treated like an asset** - It is the organization's responsibility to get the most out of the information it has. Investments in D&A are prioritized based on how much value it adds.

- **Data is owned by the company, not departments** –
The default setting is that data is openly available, unless there are good reasons to restrict

- **Data should be used in ethical way** – Not all uses of data is ok and analytics is not neutral. Think hard before you do

- **Data Initiatives should contribute to organization's goals** –
Each initiative needs to be linked and prioritized based on effort & the impact.

- **Data quality is everybody's business** – Ensuring all data flows to the data lake and the quality is maintained is responsibility of each function and so is the responsible use of data

- **Data has a common vocabulary** -There is a common meta data and master data

- **Data and analytics outcomes needs to be protected, patented and trademarked**

- **Analytics outcomes can be trusted** – Internal data quality is audited, external data sources are vetted and analytical results are double checked

- **Data and algorithms should drive every interaction and every activity** related to consumers, brands, in-house operations

- **Analytics to be the innovation and transformational engine** of the organization

Tata CLiQ & Data

"Combining advanced analytics with technology to create self-service data products and business applications to revolutionize fact-based decision making at TATA CLiQ".